



Introduction to Email

HubSpot Academy

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WHY IS EMAIL MARKETING STILL IMPORTANT?

MISCONCEPTIONS PEOPLE
HAVE ABOUT **EMAIL:**

PEOPLE BELIEVE THAT
EMAIL MARKETING
MEANS **SPAM.**

PEOPLE BELIEVE THAT
EMAIL MARKETING
IS **OLD-SCHOOL.**

REASONS THAT EMAIL WORKS

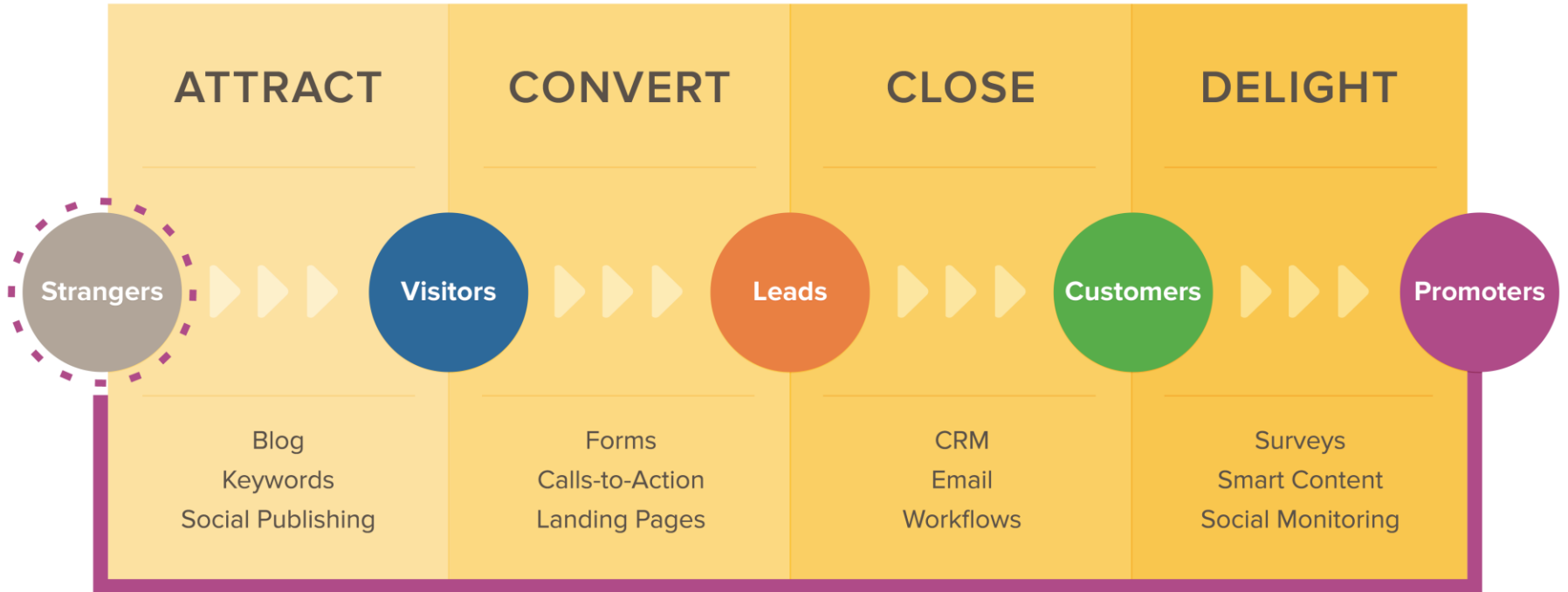
1. 4.3 billion email accounts that send 196 billion emails every day.
2. 91% of consumers check their email daily.
3. Email is a channel that you own.
4. 77% of consumers prefer email for marketing communications.
5. Email lets you be highly personal.
6. Email has a marketing ROI of 4,300%.

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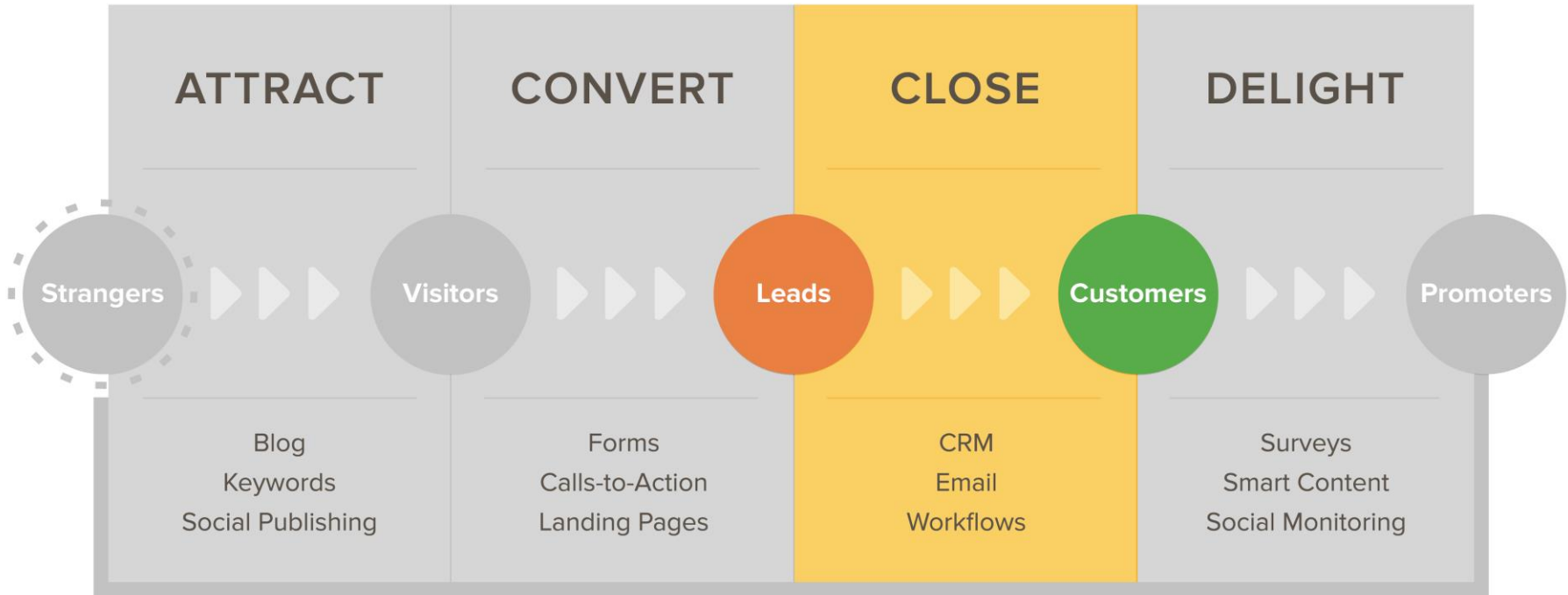
76%

Of marketers say they use email more than they did three years ago.

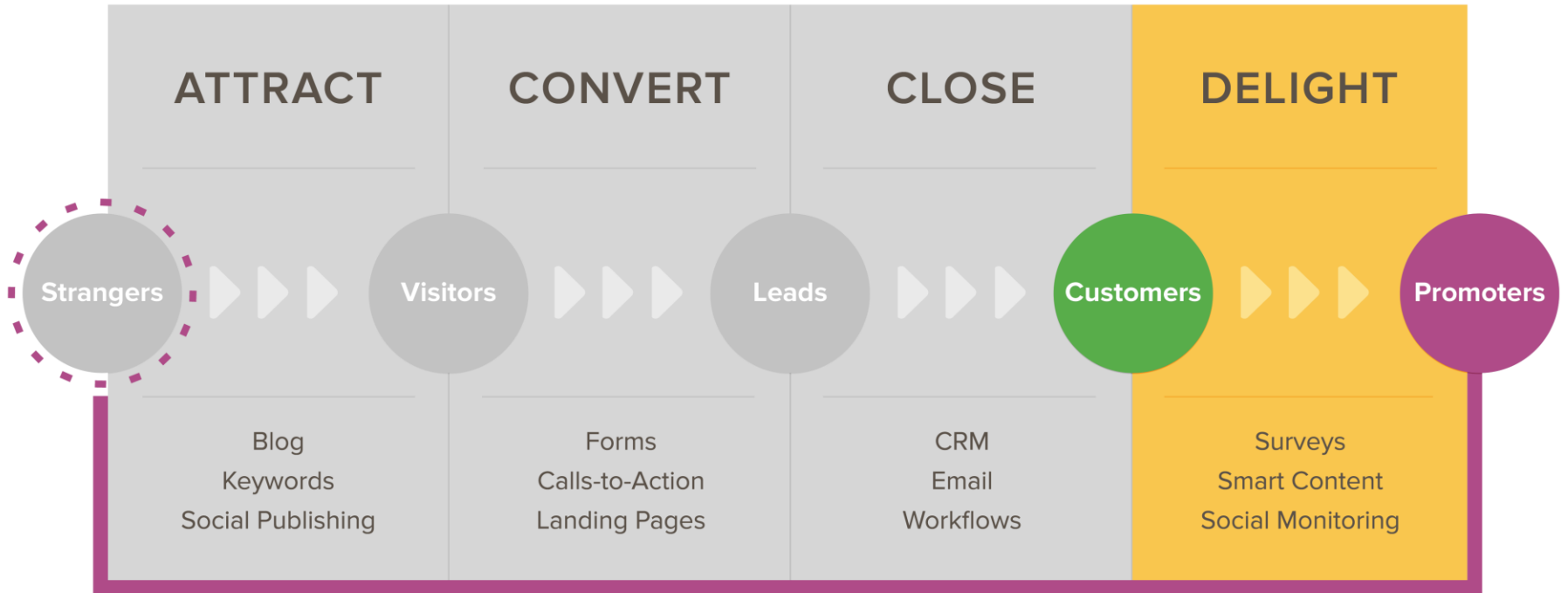
Inbound Methodology



Inbound Methodology



Inbound Methodology



2 HOW DO YOU SEND THE RIGHT EMAIL TO THE RIGHT PERSON?

HOW TO SEND THE RIGHT EMAIL

- Determine your audience
- Segment your contacts database
- Send the right email at the right time
- Nurture your lead into a customer

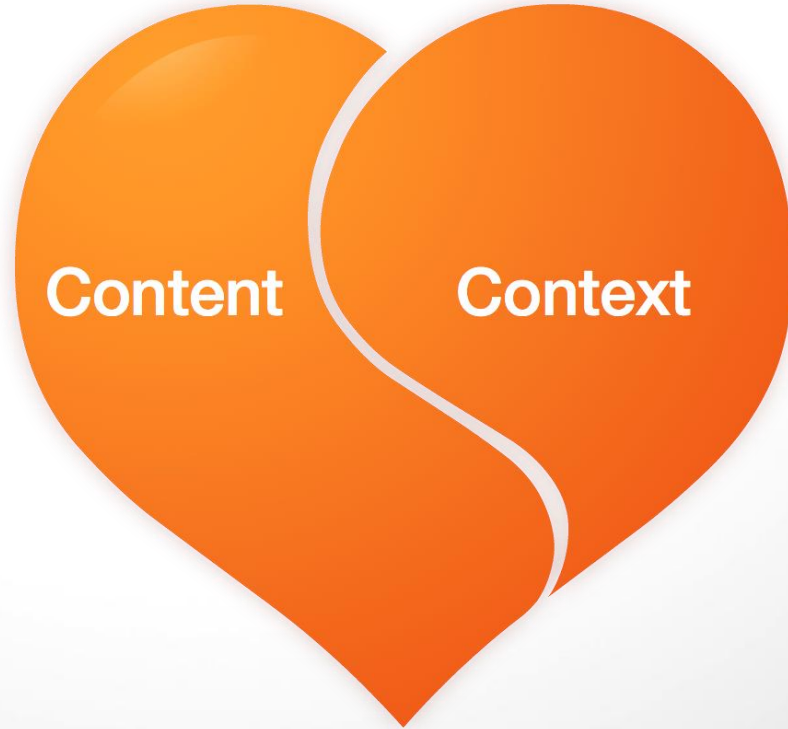
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Right **C**ontent
Right **A**udience
+ Right **T**iming

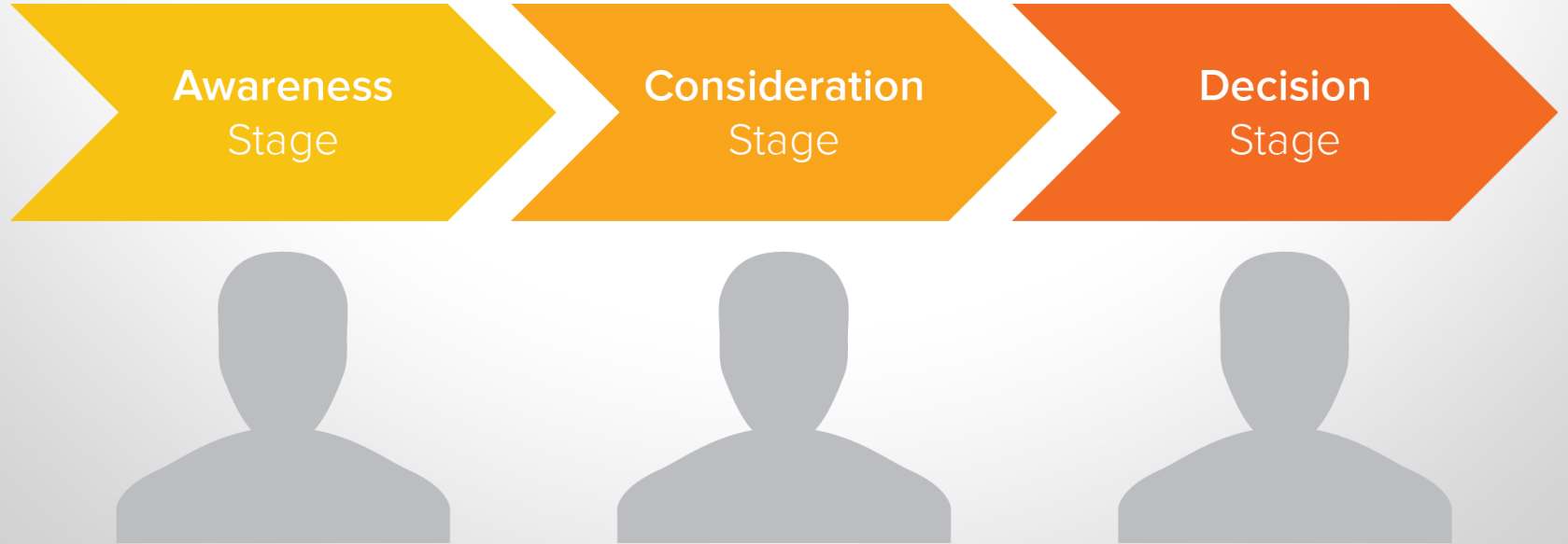
SUCCESS

INBOUND MARKETING STRATEGY



PRIMARILY, YOU SEGMENT BY
YOUR **BUYER PERSONAS.**

THE BUYER'S JOURNEY



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62%

More clicks received on targeted email sends compared to non-segmented lists.

COMPANY SEGMENTATION

- Company size
- Company type
- Industry

ROLE SEGMENTATION

- Department
- Seniority
- Function

BEHAVIORAL SEGMENTATION

- Conversion events
- Email opens
- Page views

MARKETING INTELLIGENCE

- # of Twitter followers
- # of Facebook fans
- SEO search terms
- Website pages
- Technology



25%

Of your email list will decay, each year.



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SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Videos
- Blog posts
- Slideshares
- Free Tools
- eBooks/Guides

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Webinars
- Case Studies
- FAQ Sheets
- Product Whitepapers
- Third-Party Reviews

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Free Trials
- ROI Reports
- Product Demos
- Consultations
- Estimates/Quotes

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LEAD NURTURING

The process of building relationships with prospects with the goal of earning their business when they are ready.



73%

Of all B2B leads are not sales-ready.

Emails should
add value, not
ask for it.



47% of all email is opened on mobile.



HOW TO OPTIMIZE FOR MOBILE

1. Use responsive templates
2. Bigger is better
3. Use clear and concise messaging
4. Avoid using tiny fonts

FOUR STEP GUIDE TO EMAIL PERFECTION

- Define a clear goal for your email
- Personalize where appropriate
- Focus on engagement
- Test and analyze

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IDENTIFY A CLEAR GOAL FOR YOUR EMAIL

- Generate leads
- Collect feedback
- Educate customers and prospects
- Nurture existing leads

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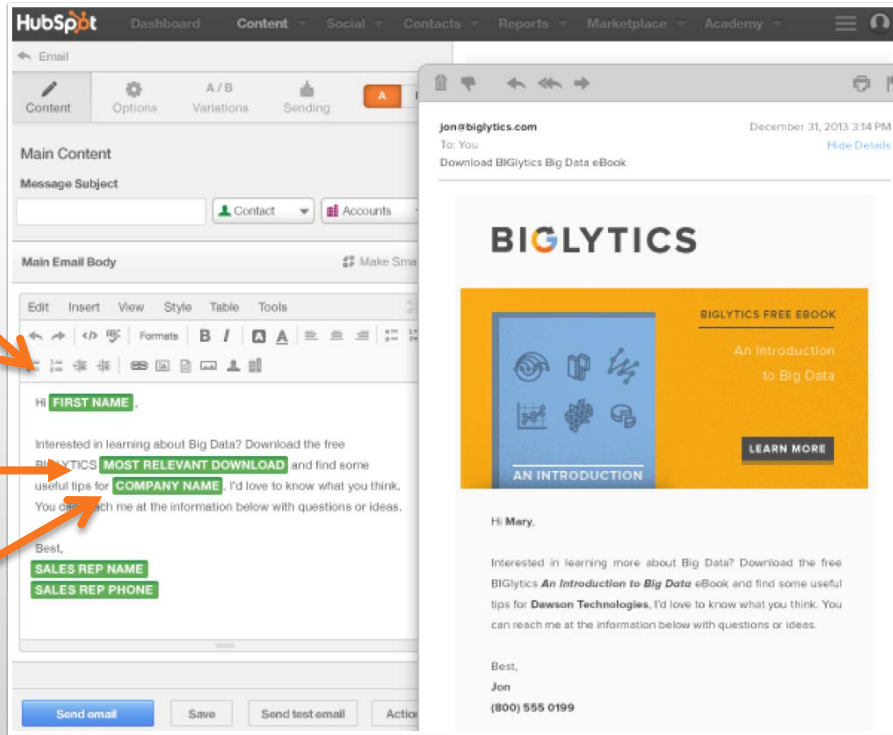
SEND EMAILS FROM REAL PEOPLE

From Name [Personalize Sender](#)
The name recipients will see.

 Isaac Moche ▼

From Email Address
The address recipients will see and reply to.

 imoche@hubspot.com ▼



First name

Most relevant download

Company name

Personalize your emails based on information you know about your prospects.

PERSONALIZATION DRIVES RESULTS

- Leads who are nurtured with targeted content produce a 20% increase in sales opportunities.
- 40% of consumers buy more from retailers who personalize the shopping experience across channels.
- Personalized emails improve click through rates by 14% and conversion rates by 10%.

FOUR STEP GUIDE TO EMAIL PERFECTION

- Define a clear goal for your email
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Use **actionable language** to
be clear and compelling.

Make each component of your email a call-to-action

- Link images to your offer's landing page
- Add a CTA to the signature
- Hyperlink the appropriate copy in the email
- Edit alt-text of images and CTAs
- Modify preview text

CLEAN UP YOUR EMAIL PLAIN-TEXT

Save time with these ready-to-use slides.

HubSpot (<http://www.hubspot.com>)

Preview text

Logo and image alt-text

Hi Niti,

Lorem ipsum dolor sit amet, rebum movet definiebas qui ut. Autem oporteat complectitur vel ut. Ius veniam invidunt te, eu vis sapientem explicari (<http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email>). Veniam maiorum eloquentiam usu cu. Vim id digna invidunt consequat, te clita intellegebat vel. Nominavi hendrerit quo in!



Linked text

All the best,

Diana

DianaUrban (<https://twitter.com/DianaUrban>)

Diana Urban



HTML Signature

Share buttons

Head of Conversion Marketing, HubSpot

Follow Diana Urban (<https://twitter.com/DianaUrban>)



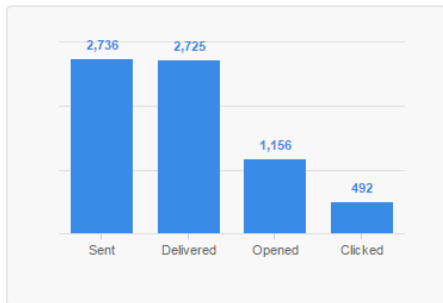
Share on Facebook (http://www.facebook.com/share_php?u=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dfacebook) Share on LinkedIn (http://www.linkedin.com/shareArticle?mini=true&url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dlinkedin) Share on Twitter (https://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dtwitter&url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dtwitter&source=tweetbutton&text=) Share on Google+ (https://plus.google.com/share?url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dgoogle_plus) Share on Email (mailto:?subject=Check out http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Demail &body=Check out http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Demail)


FOUR STEP GUIDE TO EMAIL PERFECTION

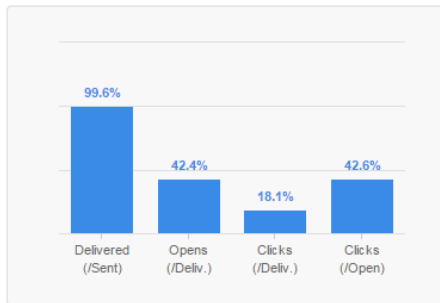
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STATISTICS TO MEASURE EMAIL

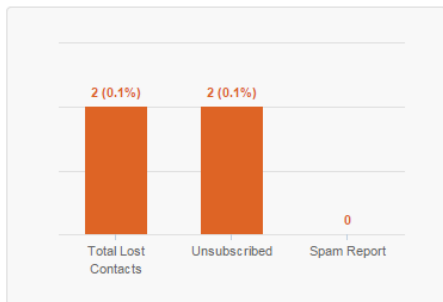
Engagement  displaying All Variations



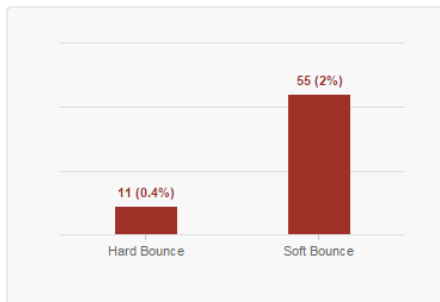
Engagement Rates 



Contact Churn 



Bounces 



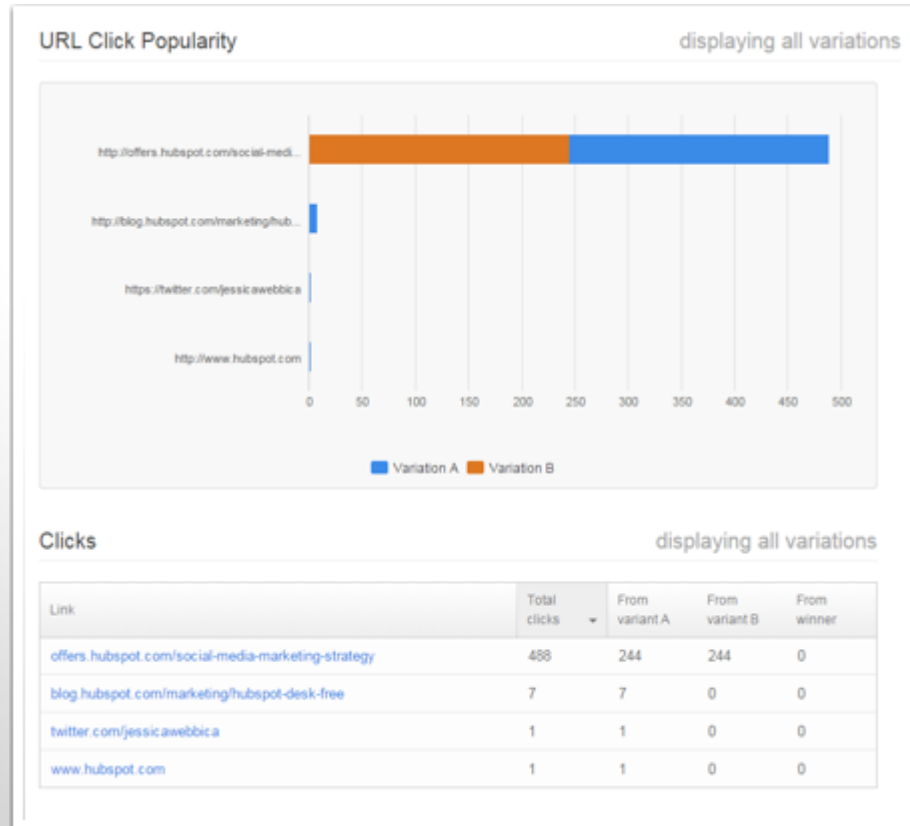
- Delivery rates
- Open rates
- Click-through rates
- Contact churn
- Hard/soft bounces

DELIVERY RATE:
**IS YOUR EMAIL GETTING
TO YOUR CONTACTS?**

OPEN RATE:
TELLS YOU THE
EFFECTIVENESS OF
YOUR SUBJECT LINE

CLICK RATE:
**ARE PEOPLE ENGAGING
WITH YOUR EMAILS?**

WHAT LINKS ARE PEOPLE CLICKING ON?



THANK YOU.

